

Guide to Planning your Week For Action on NCDs Activities & Comms

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1- About the Week for Action on NCDs

Date: 3-9 September 2018

Location: Everywhere

Who: Everyone

2018 Theme: ENOUGH. Our Health. Our Right. Right Now.

Website: events, resources, ideas: <https://enoughncds.com/>

Contact: info@enoughncds.com

About

2018 is a pivotal year for NCDs - the 3rd United Nations High-Level Meeting on NCDs (UN HLM on NCDs) in September is a watershed opportunity for boosting investment and accelerating action to end preventable suffering from NCDs for people everywhere.

With the UN HLM on NCDs only weeks away, and negotiations on the Political Declaration drawing to a close, not a day can be wasted in ensuring governments demonstrate not only commitment but action.

The Global Week for Action on NCDs will catalyse activity among people who are engaged in the NCD movement everywhere, to initiate a transition from commitment to actions.

Broad groups including people living with, at risk of and affected by NCDs, civil society advocates, youth, Ministers and policy makers, economists, academics, experts, champions, and appropriate private sector can use this week to do something to demonstrate or call for action on NCDs. These guidelines and suggested activities are not prescriptive - participants are free to determine what works for them in their environment and context, based on the resources they have available, capacities, priorities and objectives.

Objectives²

The Global Week for Action on NCDs, from 3-9 September, will focus on highlighting NCD prevention and control and be themed around the ENOUGH campaign. It will provide opportunities for people of all ages in all locations to:

- Show solidarity and a strong united civil society movement to address NCDs globally
- Draw attention to the UN HLM on NCDs

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- Mobilise around the NCD Alliance-led campaign and emphasise that we all say ENOUGH. Our HEALTH, is our RIGHT, and we need action NOW
- Organise and lead activities that are appropriate and possible within participants' contexts, to achieve their specific advocacy objectives
- For leaders and communities to engage in conversation within their communities
- Entice and prime leaders to step up on the global stage at the UN HLM in New York
- Prepare and engage local media in advance of the UN General Assembly (UNGA) where the HLM on NCDs will take place
- Celebrate successes, leadership and progress, and 'what good examples look like'
- Call on leaders to stay throughout UNGA and attend the HLM on NCDs
- Call on leaders to deliver bold statements and commitments to the HLM in New York
- Urge leaders to participate in events and activities taking place in New York
- Encourage leaders to demonstrate their intentions beyond the HLM to act on NCDs to deliver on commitments and translate past and new commitments into action.

The Global Week for Action will complement, support and promote a high-level and high-profile event pivoting around the UNGA, with WHO a lead organiser engaging multiple stakeholders. More details are due to be provided by WHO on this event, which is expected to be themed 'Health For All' and held on 22 or 23 September in New York. Details TBC by WHO.

Aims

- Demonstrate the importance and commitment of civil society in the NCD response from local to global.
- Intensify calls on HOS/G to engage in the HLM itself, and to transition from talk and commitments to action.
- Highlight national and regional alliance & civil society community strengths, facilitating linkages between local tailored campaigns and a cohesive global campaign.
- Maintain pressure on governments to make the first day, and every day after, of the new Political Declaration count – no time to waste.
- Increase visibility and credibility of civil society advocacy, participation and voice.

The global campaign will be led by NCD Alliance, with collaborative support of the WHO Civil Society Working Group on NCDs, partners, members, supporters and wider NCD civil society network.

Please note that the NCD Alliance is not able to provide funding for event coordination. We encourage event and activity coordinators to partner for this event, in order to pool resources. We also encourage coordinators to avoid tobacco, alcohol, unhealthy food and drink, fossil fuels and other unhealthy commodity industries in partnership outreach and

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engagement, mindful of conflicts of interest and in line with concerns around incompatible partnerships for health and development.

If you don't have the time, funds or ability to organise an activity or reach out to media, you can still participate in the Week for Action!

Find inspiration on the ENOUGH website under [‘Take Action’](#).

2- Public Event and Activity Planning - Guide, Reporting, Tips and Checklist

Guide to organising a public event for the Week for Action on NCDs



Public events can include gatherings, walks, marches, flash mobs, meet and greets, street parties, sport matches (friendlies) and video clips. They provide a highly visible and public opportunity to gather groups of people supporting your cause, those engaged previously and new supporters, and don't necessarily cost much to organise. They can also capture the attention of media and politicians.

Inspiration: meeting, march, walk, dance party, feast of ideas, street party, community conversation, healthy picnic, light up buildings, street activation, feature leaders and champions on billboards, social media, partner collaboration, competition, etc.

Kicking off:

- Get a group of local organisations and individuals together - alliances, members of organisations, youth and advocates unifying around a common cause are a good starting point.
- Determine what capacity you have, what skills, networks and access different group members have.
- Think about the cost of different events, your budget, and whether there are any potential partners you may wish to discuss funding with. Please see the introduction on guidance around partnerships.

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- Decide a plan and delegate responsibilities to different group members. You might like to set up an email, whatsapp or facebook group for planning and easier communication. Decide who is your main contact person for information and media.

Decide on your objective and message: The theme for 2018 is aligned with the HLM campaign ‘ENOUGH. Our Health. Our Right. Right Now.’ This may inspire you to focus on an aspect of the tagline, or your frustration, or you might have a local priority that you wish to focus on very specifically. Is your objective to get governments to do more on a particular issue in your country? Is your objective to ensure the voices of people living with NCDs are heard by your government and more people in your community? Or is it to get your President or Prime Minister to attend the HLM? It might be to invest more in a particular aspect of NCD prevention or control, or something else that is a priority for your organisations.



Decide on a date, time, location: Think about whether there are other events or activities on in the week - do you want it to take place on a weekday, after hours, on the weekend? Is it school holidays or a public holiday? Do you want to avoid the heat of the day, or do you want to make the most of - or avoid - peak hour commuters? Are there other high profile events that you can either leverage or want to avoid? Is the location recognisable, convenient and accessible to all people of all ages and abilities? Does the location have the space and capacity for the number of people and activity you expect? Is the timing practical for media coverage? Once you have narrowed down locations and timing, contact the authorities - for example, the local council - to check if it is allowed to have a public gathering in the space you have in mind, if you need permission or a special permit to hold your event or gathering, and if there are special security considerations.



Decide on your activity and what needs to be done specifically, for example:

- For a walk - decide on the route.
- For a dance - what music will be played and how.
- For a sport match - do you need 'bibs' and equipment and who will bring it?
- For a flash mob - who will choreograph the dance performance, how will you teach those coming, who will play the music, record the activity?

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Logistics:

- Do you need extra help on the day in addition to your coordinating committee? Recruit volunteers and assign roles.
- Plan your day - allow plenty of time to set up, meet media, meet helpers and volunteers.
- If there is a set time for the gathering to begin, be sure to be there at least half an hour beforehand to greet people and set up. People will be early!
- If you will have special guests or speakers, meet with them beforehand to thank them for their engagement, explain the plans, schedule, talk about the objectives of the event, how they might engage with media (if they are happy to) and if they are going to speak to a crowd what themes they (and other speakers) might cover and how long they have to talk for.
- If you plan to have speakers, ensure you can amplify their voices. If you plan to play music, think about how you will amplify the music.
- Make your event equitably health promoting and eco-friendly - if you provide food, keep it healthy, encourage people to use active transport to and from your event, and if you have disposable items or merchandises, provide recycling and rubbish bins and do a clean up afterwards.

Merchandise & promotional materials: Consider creating T-shirts, banners, pins and other signage to ensure that the event is recognisable and visible, and check what is allowed in the space chosen for your activity. Contact NCDA for ENOUGH design files.

Be safe: We encourage you to hold gatherings that are peaceful, lawful, do not disrupt traffic (unless prior arrangement with councils has been made), do not obstruct or trespass on property or risk arrest. It is a good idea to let police know about your event. It is important that event and activity coordinators obtain relevant security clearance and permits before undertaking public activities, and are sensitive to local laws and customs.

Keep health in mind: If it's hot, remind people to bring and drink water, use sunscreen and hats if appropriate, and avoid the hottest part of the day. If it's cold, remind people to bring warm coats and hats, and don't keep people outside for too long.

Assess any risks: It's a good idea to do a risk assessment in advance of your event. You can find more information and templates online, here are a couple of websites that provide guidance on Risk Assessments - why do them, what they are, what they entail, including template grids that you could use to do a methodical assessment. It can help to go through the steps of asking the questions and writing down answers so you know what to expect, how to avoid problems- relating to things such as safety and laws, and prepare if anything goes wrong. [Cancer Research UK](#) [Resource Centre UK](#)

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How will you promote your event & message -

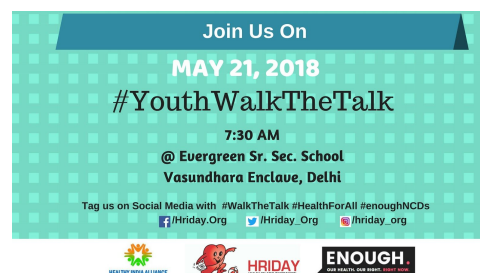
Before: Facebook events are a great way to share details of events publicly or to a limited group, and to gather RSVPs. Alternatively, publish details on your own website. Once you have created your event information page, copy the url and include it in all your communications. Remember to use social media to direct people to the website to promote details of the event, see **Social Media Basics** (below) for more information. The template photo call and media release can also help you to communicate your key messages and support promotions for your event. Remember to reach out to your own networks, through your member organisations, and ask them to share through their mailing lists and social media.

Don't forget to let NCDA know so that we can help promote the event through the enoughncds.com website. Alternative platforms for promoting events include your own website, Google forms if you need RSVPs, and eventbrite. Write to and invite your local member of government to join you with a polite letter or email and include your key messages, even if they don't come, it will put the event and your messages on their radar.



Contact NCDA for template promotional graphics.

After: We recommend using **#enoughNCDs** as a key event hashtag, to link with the global Week for Action on NCDs. Encourage people to share on social media, and be sure to take photos and short videos so you can tell the world about your event during and after it happens. You may wish to follow up with media directly with any particularly great photos or a summary of the event, and remind them of your press release.



Document it!

Take photos, videos, capture social media messages, ask people to write blogs or op-eds about their experience, write up a report about how many people participated, which sectors were represented, did you have special guests, media or policy makers attending? How it was covered by media, how it was received on social media, how much of a success you deem the event? You might also like to reflect, while it's fresh in your mind, how you might manage such an event differently next time.

Tell the world by filling out the [Map of Impact on the ENOUGH campaign portal](#)

Event Checklist

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TIMELINE	TASK	NOTES
Now	<input type="checkbox"/> Convene a planning and organising committee <input type="checkbox"/> Assign roles and responsibilities <input type="checkbox"/> Decide on a activity, date, location <input type="checkbox"/> Contact local authorities & get permissions <input type="checkbox"/> Engage speakers, choreographers, or other key individuals <input type="checkbox"/> Write up event plan and schedule <input type="checkbox"/> Create an event information page and flyers <input type="checkbox"/> Promote through flyers, posters, social media, websites and media <input type="checkbox"/> Invite policy makers and influencers <input type="checkbox"/> Identify and reach out to special guests <input type="checkbox"/> Review the Comms guide and checklist	
2 weeks before	<input type="checkbox"/> Contact media with photocall/advance notice <input type="checkbox"/> Review the Comms guide and checklist	
1 week before	<input type="checkbox"/> Visit the site, map and plan, take note of any arrangements to be made before or on the day <input type="checkbox"/> Review your risk assessment <input type="checkbox"/> Review the Comms guide and checklist	
1-2 days before	<input type="checkbox"/> Share embargoed media release with journalists <input type="checkbox"/> Review the Comms guide and checklist	
Day of the event	<input type="checkbox"/> Get to the site earlier than the start time <input type="checkbox"/> Coordinate helpers and volunteers (they should arrive early too) <input type="checkbox"/> Ensure clear signage is up, if appropriate <input type="checkbox"/> Greet media, special guests <input type="checkbox"/> Take photos and videos	
1-7 days after	<input type="checkbox"/> Recap highlights on social media <input type="checkbox"/> Follow up with media <input type="checkbox"/> Write up report of event	

3- Other Ideas and Additional Pointers

Aside from the events mentioned above, you might also consider hosting a public display, an art or music competition, or a smaller-scale meeting or discussion group – among many others! Here are a few key tips on a small selection of alternative formats:

Host a focus group discussion – Your own network (including partner organisations, people living with NCDs, and any other key stakeholders that you collaborate with) is a valuable source of knowledge and an important advocacy platform. Make the most of it by hosting a focus group discussion, modelled on the 2017 '[Community Conversations](#)' coordinated as part of the Our Views, Our Voices global consultation.

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This type of activity requires very few resources and can be hosted anywhere from an office space to a public park. Start by setting a date, time, location, and forming a team of at least two people to lead on the logistics. Invite your selected participants or promote the event publicly through leaflets, mailing lists, or other channels.

During the event, remember to provide welcoming remarks and explain the reason for the conversation. Facilitate the discussion by asking participants, for example, what they feel are the most critical actions to be taken nationally after the HLM, what they have had ENOUGH of, or what they think the strongest and weakest aspects of the government's engagement in the HLM opportunity have been. Take notes during the discussion and don't forget to take lots of photos.

After the event, consider summarising the key points aired and repackage them into a letter addressed to government or into a press release to make get your messages heard. For added impact, ask your participants to sign their names or add their organisational logos to the document before sharing it – together we are stronger!

Meetings - High-level

In addition to community-level organising, convening high-level meetings are another way to sensitise decision makers ahead of the UN HLM. Some ideas include the following:

- Convene a discussion forum or meeting with similar stakeholders to discuss priorities and opportunities for progress that the HLM presents, and identify how to leverage milestones along the way to maximise that progress.
- Coordinate a briefing for ministers on NCDs, the HLM and the importance of engaging in the HLM.
- Request a meeting with your local member of parliament or Minister of Health / Foreign Affairs / Finance / Development to discuss your priorities on health and NCDs. This might be in follow up to a letter previously sent to them
- Contact your local officials (mayors, governors, city leaders, etc.) to request an informational meeting to discuss priorities for the HLM
- Share recommendations for what your Head of State/Government should include in their statement at the HLM to highlight what steps they are taking to reduce the burden of NCDs

4- Media and Social Media Communications Tips

The Week for Action on NCDs is a prime opportunity for you to engage with media and raise awareness of your advocacy priorities and messages in advance of the High-Level Meeting on NCDs. Whether you hold an event or activity or not, you can still harness momentum around the HLM, UN General Assembly and global activities.

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Prepare - For all media, be clear on your top 4 or 5 key messages and prepare some talking points on these key messages. These should form the basis of your media and social media communications. Your key messages might be a mixture of suggested global priority key messages guided by NCDA and focused national or regional priorities. You may wish to prepare a short quote from your organisation's President or CEO, and or from a person living with or affected by NCDs, or from

Media - In addition to global media engagement plan, we have created two templates for you to use to attract interest from national or global media outlets. Please note, that it is often wise to share media releases '*under embargo*' until the date you want it to go public - journalists and publishers understand this to mean that it's for their information only until that date and time.

The [Photo Call / Media Advisory](#) is an advance 'heads up' in which you can flag that there is an activity taking place and provide background information to media which will then inform subsequent stories. You can send this out about 2 weeks before the week for action, and be sure to include your contact details for follow up questions.

The [Media Release](#) will be updated and circulated to alliances and network members in the week before the Week for Action on NCDs. This will incorporate the latest messaging, and to help you tailor it, you should plan to include some of your national key messages, such as highlighting what your government is doing well. If your HOS/HOG/MOH has expressed interest in attending or speaking at the HLM, you might commend this decision. If they have not yet done this (to your knowledge) you may wish to urge them to participate.

Engaging Journalists - If you - or others in your network - have existing relationships with journalists, or you are familiar with the names of journalists who follow and write on global and domestic health news, you should focus your outreach on them in the first instance. If you can't find their contact details on the outlet's website, try social media - many journalists scour twitter for stories, and may appreciate a polite but enticing message alerting them to your news and inviting them to contact you for more information or to share their email address so you can forward information directly.

Letter to the editor and op-eds - If you have no luck engaging journalists, see what other methods you could use to convey your messages to a broad audience using the media. Try a letter to the editor or propose an op-ed or blog where the platform has space for community submissions. This is a particularly powerful option for people living with and affected by NCDs to raise their voices and be heard. These kinds of pieces are less formal, more accessible (make complex issues understandable), and can have a personal voice. Check if the platform has a word limit, requests to review before publication, offers the opportunity to provide photos. Read some previous examples of published pieces and try to adopt a similar tone.

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Social Media

Your main activity might harness the power of social media: For example, each working day of the week you might highlight:

- one key successful intervention (Best Buys or good buys) for each of the 5 main NCD risk factors, alcohol, tobacco, physical inactivity, diet and air pollution.
- information about NCDs, voices of people living with NCDs,
- 5 systems challenges in your country that need strengthening, or
- 5 areas of synergy with other health and development areas that could be better leveraged - or are leveraged well - in your country and in what way for what dual benefits,
- key actions for each of the HLM campaign priorities theme (see here) (see [Campaign Fuel](#) for message ideas, and the [enough website](#) for the priorities).
- Share messages from the voices of change and champions pages of enoughncds.com



Remember, the main hashtag for the Week for Action is **#enoughNCDs**

NCD Alliance will be active on @ncdalliance. Please see the following guides for links to some possible key messages to use during the week and accounts to follow and amplify. Try to identify key handles for champions, stakeholders and leaders in your country or region and tag them in your social media communications.



See [ENOUGH Campaign Fuel - An NCD Alliance guide to social media campaigning for the 2018 UN HLM on NCDs](#) for further advice on making the most of social media.

See NCD Alliance's [Social Media Basics - a guide to using digital channels to achieve change on NCDs](#) for further guidance on understanding different social media platforms and getting started on them.

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Comms Checklist

DATES	INFO	NOTES
now until 25 August	Engage local champion/s see if they can come to your event/s, share a comment with media. Determine who your spokesperson or people will be - they need to be available at your event, and be well versed on talking points and comfortable speaking in interviews.	
3 August - 15 August	prepare key message talking points based on your priorities (see guidance) and a few different media outlets - radio, TV, print/digital news	
3 August - 15 August	Identify sympathetic media outlets, do a little research on who might be interested in following and promoting. Prepare a list of media contacts including Name Outlet Medium Contact email / phone number Space for comments (ie note when you contacted them and any response)	
3 August - 25 August	be sure to let NCDA know of your plans as soon as you confirm them, so that they might be included in global media outreach during 27 August -2 September	
1 September - 9 September	If you will have a photo friendly activity, send out photo call (approx 2 days before event)	
27 August - 2 September	Send out media advisory (up to 1 week before your event)	
1 September - 9 September	Send out media release 1-2 days before your event UNDER EMBARGO	
2 - 8 September	Targeted message reminder to key media - ideally by name	
3 - 9 September	Week for Action on NCDS	
event day	Keep your phone and/or camera handy, and take lots of photos, share live coverage on social media with #enoughNCDs	
day after	Follow up with media who attended or you shared your release with, update them with a brief release and some high quality photos and short videos. Share your update with NCDA as we may share them with global media. Tell the world about your event by submitting to the Map of Impact on the ENOUGH campaign portal .	

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3-16 September	share photos and recaps through website, social media, NCDA, promote any media coverage.	
10 - 23 September	Monitor WHO and regional officers/MOH for release of state of play on NCDs in your country. We hope that you can get a heads up as you may wish to do follow up media celebrating or calling for action from your leaders with a new press release, following up with your new media contacts.	
27 September	HLM on NCDs	
28 September -	Let the world know! Share your news, updates, report back to NCDA and your community.	

Further resources/links:

[ENOUGH.](#)

[NCD Alliance](#)

[UN HLM on NCDs](#)

[WHO NCDs](#)